

FOR IMMEDIATE RELEASE

ideas group renews its partnership with etisalat academy for the "3rd Eye on Government Event"

- *Building a sustainable and competitive economy*
 - *Strategic directions for development*
 - Implementing leadership best practices

Abu Dhabi, February, 27, 2011: ideas group, a global learning and human capital development firm specialized in leadership and team development, is pleased to announce their participation in the “3rd Eye on Government Event” organized by etisalat academy on March 8th-9th, 2011 at Fairmont, Bab Al Bahr Hotel, Abu Dhabi under the title of: “The International Leadership Best Practice: Developing Leaders for a VUCA World”

Under the patronage of His Highness Lieutenant General Sheikh Saif Bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior, and with the official partnership of UAE Ministry of Environment and Water, the event is aimed at boosting and supporting the UAE Government’s strategic efforts towards building a sustainable, competitive and innovative economy.

The Eye on Government conference is aligned with the strategic directions for development across the government sector, envisioned by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of UAE and Ruler of Abu Dhabi, and by His

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Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Ruler of Dubai. The upcoming 3rd Eye on Government seminar will look at the challenges facing leaders today and assist them with creating a strategic competitive advantage by identifying and implementing leadership best practices.

Camil El Khoury, Chief Vision Officer of ideas group said: “There has never been a better time for such an event, leading in a VUCA world (Volatility, Uncertainty, Complexity and Ambiguity), is a must have for leaders in the region, who after surviving a severe financial crisis are exposed now to political crises in the region they operate in. I have the honor to be the MC of the event, introducing great speakers and I look forward to running a workshop on the second day about “Preparing leaders to lead” where participants will learn how to develop their employees in order to prepare them for future leadership roles”.

ideas group, a leading experiential learning consultancy will take the chance of launching in this event 3 new exciting services that aims at facilitating and sustaining performance of organizations of the Middle East and North Africa region.

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373 words

About ideas group: ideas group is a global learning and human capital development firm specialized in leadership, team development, and learning Business Process Outsourcing (BPO). We help our clients become high performance organizations and foster a sustainable growth. We partner with our clients, finding solutions for their sustainable performance through services that include management

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consulting, learning BPO, generic, tailor-made workshops, customer engagement solutions and social media strategy consulting.

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